



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 10-06-2012 PAGE: 1 of 4

INNOVATIVE ADVERTISING INC. - 11360
ATTN: HEIDI GUERRA
4250 HWY 22, SUITE 7
MANDEVILLE LA 70471

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
401153	10-01-2012	10-05-2012	2	CHAD BAREFOOT CAMPAIGN	CHAD BAREFOOT CAMPAIGN SD 18	POLITICALS	WTVD - DURHAM

Agency Est#	CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
989	245508	PHILADELPHIA	A. CLIFFORD	10-01-2012	10-15-2012	M (Broadcast Month, Cycle 1)	N	245508

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 989																	
1	10-01-2012	10-07-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	2	30		X	X	X	X			3	500	3	1,500.00
2	10-08-2012	10-14-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	2	30	X	X	X	X	X			4	500	4	2,000.00
3	10-15-2012	10-15-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	2	30	X							1	500	1	500.00
4	10-01-2012	10-07-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)	2	30						X		1	250	1	250.00
5	10-08-2012	10-14-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)	2	30						X		1	250	1	250.00
6	10-01-2012	10-07-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SUN 7-8A (820)	2	30							X	1	150	1	150.00
7	10-08-2012	10-14-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SUN 7-8A (820)	2	30							X	1	150	1	150.00
8	10-01-2012	10-07-2012	10:00AM - 11:00AM	RACHEL RAY (MONDAY-FRIDAY) (851)	2	30		X	X	X	X			3	200	3	600.00
9	10-08-2012	10-14-2012	10:00AM - 11:00AM	RACHEL RAY (MONDAY-FRIDAY) (851)	2	30	X	X	X	X	X			3	200	3	600.00
10	10-15-2012	10-15-2012	10:00AM - 11:00AM	RACHEL RAY (MONDAY-FRIDAY) (851)	2	30	X							1	200	1	200.00
11	10-01-2012	10-07-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	2	30		X	X	X	X			2	250	2	500.00
12	10-08-2012	10-14-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	2	30	X	X	X	X	X			2	250	2	500.00
13	10-15-2012	10-15-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	2	30	X							1	250	1	250.00
14	10-08-2012	10-14-2012	08:00PM - 10:00PM	MONDAY PRIME 8-10P (795)	2	30	X							1	4,000	1	4,000.00
----- ITEM LINE NOTE ----- DWTS 2																	

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 10-06-2012 PAGE: 2 of 4

INNOVATIVE ADVERTISING INC. - 11360
ATTN: HEIDI GUERRA
4250 HWY 22, SUITE 7
MANDEVILLE LA 70471

Contract No 401153	Contract Dt 10-01-2012	Revision Dt 10-05-2012	Rev# 2	Advertiser CHAD BAREFOOT CAMPAIGN	Brand CHAD BAREFOOT CAMPAIGN SD 18	Product Code POLITICALS								Station/Market WTVD - DURHAM					
Agency Est# 989			CMS # 245508	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-01-2012	End Date 10-15-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 245508				
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 989																
15	10-15-2012	10-15-2012	08:00PM - 10:00PM	MONDAY PRIME 8-10P (795)			2	30	X							1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- DWTS 2																
16	10-01-2012	10-07-2012	09:00PM - 10:00PM	TUES PRIME 9-10P (811)			2	30		X						1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- DWTS 2																
17	10-08-2012	10-14-2012	09:00PM - 10:00PM	TUES PRIME 9-10P (811)			2	30		X						1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- DWTS 2																
18	10-01-2012	10-07-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY			2	30		X	X	X	X	X	X	3	750	3	2,250.00
19	10-08-2012	10-14-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY			2	30	X	X	X	X	X	X	X	3	750	3	2,250.00
20	10-15-2012	10-15-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY			2	30	X							1	750	1	750.00
21	10-01-2012	10-07-2012	03:30PM - 07:00PM	COLLEGE FOOTBALL 330-7PM (848)			2	30						X		1	1,400	1	1,400.00
22	10-08-2012	10-14-2012	03:30PM - 07:00PM	COLLEGE FOOTBALL 330-7PM (848)			2	30						X		1	1,400	1	1,400.00
23	10-01-2012	10-07-2012	07:00PM - 07:30PM	JEOPARDY - SAT 7-730PM (899)			2	30						X		1	500	1	500.00
24	10-03-2012	10-05-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA			1	30			1	1	1			3	325	3	975.00
25	10-08-2012	10-12-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA			1	30	X	X	X	X	X			3	325	3	975.00
26	10-15-2012	10-15-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA			1	30	1							1	325	1	325.00
27	10-07-2012	10-07-2012	10:00AM - 11:00AM	THIS WEEK SUNDAY 10-11A (800)			1	30							1	1	475	1	475.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 10-06-2012 PAGE: 3 of 4

INNOVATIVE ADVERTISING INC. - 11360
ATTN: HEIDI GUERRA
4250 HWY 22, SUITE 7
MANDEVILLE LA 70471

Contract No 401153	Contract Dt 10-01-2012	Revision Dt 10-05-2012	Rev# 2	Advertiser CHAD BAREFOOT CAMPAIGN	Brand CHAD BAREFOOT CAMPAIGN SD 18	Product Code POLITICALS								Station/Market WTVD - DURHAM					
Agency Est# 989			CMS # 245508	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-01-2012	End Date 10-15-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 245508				
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 989																
28	10-14-2012	10-14-2012	10:00AM - 11:00AM	THIS WEEK SUNDAY 10-11A (800)			1	30							1	1	475	1	475.00
29	10-03-2012	10-05-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)			1	30			1	1	1			3	200	3	600.00
30	10-08-2012	10-12-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)			1	30	X	X	X	X	X			3	200	3	600.00
31	10-15-2012	10-15-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)			1	30	1							1	200	1	200.00
32	10-03-2012	10-05-2012	10:58AM - 12:00PM	THE VIEW (MONDAY-FRIDAY) (846)			1	30			1	1	1			3	350	3	1,050.00
33	10-08-2012	10-12-2012	10:58AM - 12:00PM	THE VIEW (MONDAY-FRIDAY) (846)			1	30	X	X	X	X	X			3	350	3	1,050.00
34	10-15-2012	10-15-2012	10:58AM - 12:00PM	THE VIEW (MONDAY-FRIDAY) (846)			1	30	1							1	350	1	350.00
35	10-03-2012	10-05-2012	03:00PM - 04:00PM	KATIE (817)			1	30			1	1	1			3	325	3	975.00
36	10-08-2012	10-12-2012	03:00PM - 04:00PM	KATIE (817)			1	30	X	X	X	X	X			3	325	3	975.00
37	10-15-2012	10-15-2012	03:00PM - 04:00PM	KATIE (817)			1	30	1							1	325	1	325.00
38	10-03-2012	10-05-2012	06:58PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)			1	30			X	X	X			1	1,400	1	1,400.00
39	10-08-2012	10-12-2012	06:58PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)			1	30	X	X	X	X	X			2	1,400	2	2,800.00
40	10-15-2012	10-15-2012	06:58PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)			1	30	1							1	1,400	1	1,400.00
41	10-03-2012	10-05-2012	07:28PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)			1	30			X	X	X			2	1,400	2	2,800.00
42	10-08-2012	10-12-2012	07:28PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)			1	30	X	X	X	X	X			2	1,400	2	2,800.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 10-06-2012 PAGE: 4 of 4

INNOVATIVE ADVERTISING INC. - 11360
ATTN: HEIDI GUERRA
4250 HWY 22, SUITE 7
MANDEVILLE LA 70471

Contract No 401153	Contract Dt 10-01-2012	Revision Dt 10-05-2012	Rev# 2	Advertiser CHAD BAREFOOT CAMPAIGN	Brand CHAD BAREFOOT CAMPAIGN SD 18	Product Code POLITICALS	Station/Market WTVD - DURHAM										
Agency Est# 989		CMS # 245508	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-01-2012	End Date 10-15-2012	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title 245508								
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 989																	
43	10-15-2012	10-15-2012	07:28PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)	1	30	1							1	1,400	1	1,400.00
44	10-04-2012	10-04-2012	09:00PM - 10:00PM	THURS PRIME 9-10P (805)	1	30				1				1	6,200	1	6,200.00
----- ITEM LINE NOTE ----- GREYS																	
45	10-03-2012	10-05-2012	11:35PM - 12:02AM	NIGHTLINE (MONDAY-FRIDAY) (788)	1	30			X	X	X			2	475	2	950.00
46	10-08-2012	10-12-2012	11:35PM - 12:02AM	NIGHTLINE (MONDAY-FRIDAY) (788)	1	30	X	X	X	X	X			2	475	2	950.00
47	10-15-2012	10-15-2012	11:35PM - 12:02AM	NIGHTLINE (MONDAY-FRIDAY) (788)	1	30	1							1	475	1	475.00
														Contracted Gross Total:		83	62,525.00
														Actual Gross Total:		83	62,525.00
														Agency Commission:			9,378.75
														Net Total:			53,146.25
Month/YR		Preempted		Made Good		Contract Total		Adjustments						Actual Total			
Oct 12		5,900.00		0.00		62,525.00		0.00						62,525.00			
TOTAL		5,900.00		0.00		62,525.00		0.00						62,525.00			

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood